

**ABSTRACT**

A new eco-friendly process is described in the present invention for the preparation of bromobenzene through substitution of one of the C-H proton of benzene ring with a highly reactive hypobromous acid generated *in situ*, said process comprises the steps of activating a water soluble, easy to handle, brominating reagent with a mineral acid at elevated temperature and atmospheric pressure to generate active bromine species which in turn reacts with benzene.